



Geminus AI

Geminus AI | Turning Climate Innovation into Global Visibility

CHALLENGE

[Geminus AI](#), a Boston-based deep learning company focused on scientific engineering, faced the challenge of breaking into [national media](#) with a compelling narrative that positioned its technology as a climate-positive force. Pierpont Communications was tasked to elevate Geminus' brand and executive presence by with securing national top-tier media coverage that would position Geminus as a leader in AI-driven climate solutions.

OBJECTIVE

The objective was to elevate awareness of its methane-reduction capabilities in oil and gas operations—an area often overlooked in mainstream climate coverage. The team aimed to establish CEO Greg Fallon as a thought leader in hybrid data/simulation AI and to drive visibility in tier-one publications. Beyond media coverage, the engagement sought to [increase LinkedIn followers](#) by 40% year-over-year and boost website traffic by 50%.

SOLUTION

Pierpont identified the Associated Press green energy reporter Jennifer McDermott as strategic target and secured a briefing between her and Greg Fallon. The team maintained consistent engagement with McDermott over several months, offering Geminus as a resource on energy topics. McDermott reconnected to fact-check details from the June conversation, which ultimately supported a broader AP feature on AI's climate benefits. Supporting efforts included a tailored media strategy, thought leadership toolkit, and messaging frameworks.

RESULTS

The Associated Press published a feature titled, [“AI can help the environment, even though it uses tremendous energy. Here are 5 ways how.”](#) Geminus was prominently featured under the section on reducing methane flaring from oil and gas operations. The article ran in 225 outlets worldwide, reaching a potential audience of 660 million. This coverage delivered outstanding international visibility for Geminus and validated its positioning as a climate-forward innovator. The success of this media engagement also sparked internal discussions about updating the case study and leveraging the results for new business development

BY THE NUMBERS

225

Media outlets worldwide

660 M

Potential audience reach